

ABSTRACT

Communication, processing, and storage technology innovation has changed nowadays business environment. E-commerce booming has forced a company to face rapid competition in giving better services for their clients. A company searching for cost reduction has to eliminate the constraints of time and distance to deliver their product and services. Wireless application technology with the "anywhere" and "anytime" concept using mobile devices offers a more competitive advantage for today's electronic commerce.

The objective of this study is primarily to investigate the impact of wireless application technology to a company's competitive advantage. Focusing on the benefit of wireless application, this study aims to investigate what wireless technology, information, and factors that should carefully designed and maintained to ensure successful implementation in Indonesia, especially in Jakarta.

The result of this study shows a fact that wireless application technology gives significant impact to competitive advantage with coefficient correlation of 0.892. Further analysis shows wireless application has most significant impact for bargaining power to buyers, creating barrier to entry, and rivalry among competitors with regression strength of 0.879, 0.766, and 0.753 respectively.

In conclusion, with a careful planning, the implementation of wireless application is expected to strengthen a company position, especially to provide services for the customers and in competition with new and existing competitors.

Keywords: *wireless application technology, competitive advantage*

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